

Fig. 1

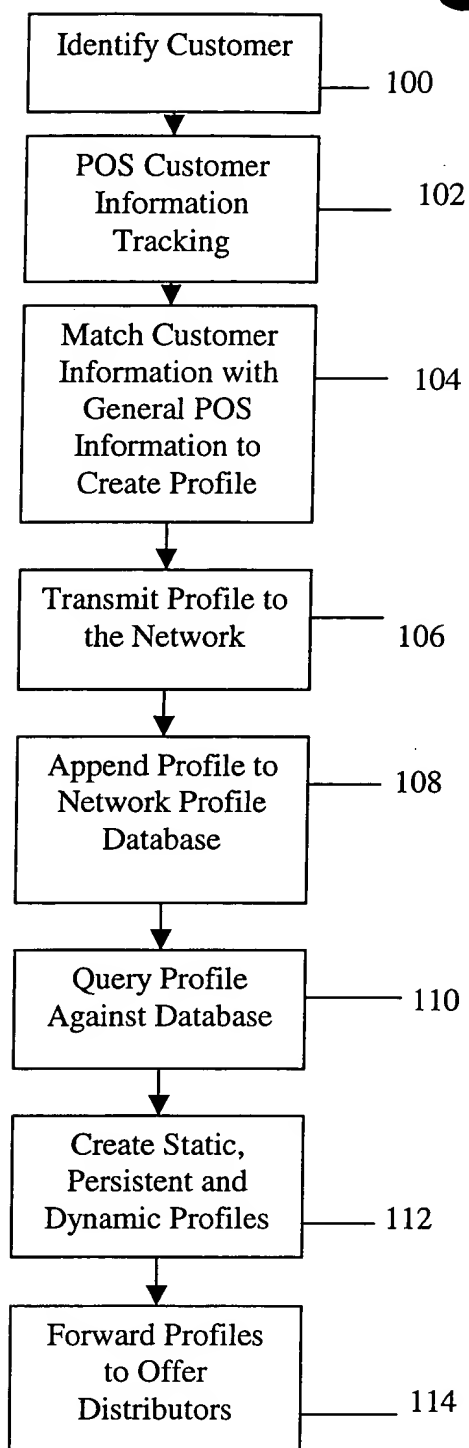


FIG. 2

	Population	Circulation	Media Cost/M	Total Media Cost	Redemption Rate	Redeemers	Discount	Handling	Total Cost
Non Sauce Users	400,000	400,000	\$7.50	\$3,000	0%	-	\$0.50	\$0.15	\$3,000
Sauce Users	1,100,000	1,100,000	\$7.50			-			\$0
Brand Loyal	275,000	275,000	\$7.50	\$2,063	50%	137,500	\$0.50	\$0.15	\$91,438
Brand Preferred	235,000	235,000	\$7.50	\$1,763	30%	70,500	\$0.50	\$0.15	\$47,588
Brand Switchers	500,000	500,000	\$7.50	\$3,750	40%	200,000	\$0.50	\$0.15	\$133,750
Brand Loyal to Competitor	90,000	90,000	\$7.50	\$675	0%	-	\$0.50	\$0.15	\$675
Total Population	1,500,000	1,500,000		\$11,250					\$276,450
	Percent		Cost per						
	Incremental	Incremental	Incremental						
	Purchases	Purchases	Purchase				Summary		
Non Sauce Users	0%	-	NA						
Sauce Users					Cost				
Brand Loyal	0%	-	NA		Media		\$11,250		
Brand Preferred	25%	17,625	\$2.70		Redemption		\$204,000		
Brand Switchers	60%	120,000	\$1.11		Admin.		\$61,200		
Brand Loyal to Competitor	0%	-	NA		Value				
Total		137,625	\$2.01		Incremental Margin		\$240,844		
					Cost		\$276,450		
					Net Value		(\$35,606)		

FIG. 3A

	Population	Circulation	Media Cost/M	Total Media Cost	Redemption Rate	Redeemers	Discount	Handling	Total Cost
Non Sauce Users	400,000	300,000	\$8.50	\$2,550	0%	-	\$0.50	\$0.15	\$2,550
Sauce Users	1,100,000		\$8.50			-			\$0
Brand Loyal	275,000	275,000	\$8.50	\$2,338	50%	137,500	\$0.50	\$0.15	\$91,713
Brand Preferred	235,000	235,000	\$8.50	\$1,998	30%	70,500	\$0.50	\$0.15	\$47,823
Brand Switchers	500,000	500,000	\$8.50	\$4,250	40%	200,000	\$0.50	\$0.15	\$134,250
Brand Loyal to Competitor	90,000	90,000	\$8.50	\$765	0%	-	\$0.50	\$0.15	\$765
Total Population	1,500,000	1,400,000		\$11,900					\$277,100
	Percent		Cost per						
	Incremental	Incremental	Incremental						
	Purchases	Purchases	Purchase				Summary		
Non Sauce Users	0%	-	NA						
Sauce Users					Cost				
Brand Loyal	0%	-	NA		Media		\$11,900		
Brand Preferred	25%	17,625	\$0.00		Redemption		\$204,000		
Brand Switchers	60%	120,000	\$0.76		Admin.		\$61,200		
Brand Loyal to Competitor	0%	-	NA		Value				
Total		137,625	\$2.01		Incremental Margin		\$240,844		
					Cost		\$277,100		
					Net Value		(\$36,256)		

FIG. 3B

	Population	Circulation	Media Cost/M	Total Media Cost	Rate of Redemption	Number of Redemptions	Discount	Handling	Total Cost
Non Sauce Users	400,000	-	\$15.00	\$0	0%	-	\$0.50	\$0.15	\$0
Sauce Users	1,100,000					-			
Brand Loyal	275,000	-	\$15.00	\$0	15%	-	\$0.25	\$0.15	\$0
Brand Preferred Price Sensitive	175,000	175,000	\$15.00	\$2,625	45%	78,750	\$0.70	\$0.15	\$69,563
Brand Preferred Not Price Sensitive	60,000	60,000	\$15.00	\$900	20%	12,000	\$0.25	\$0.15	\$5,700
Brand Switchers Price Sensitive	375,000	375,000	\$15.00	\$5,625	50%	187,500	\$0.65	\$0.15	\$155,625
Brand Switchers Not Price Sensitive	125,000	125,000	\$15.00	\$1,875	20%	25,000	\$0.25	\$0.15	\$11,875
Brand Loyal to Competitor	90,000	90,000	\$15.00	\$1,350	5%	4,500	\$1.50	\$0.15	\$8,775
Total Population	1,500,000	825,000		\$12,375					\$251,538
	Percent		Cost per						
	Incremental	Incremental	Incremental						
	Purchases	Purchases	Purchase			Summary			
Non Sauce Users	0%	-	NA						
Sauce Users					Cost				
Brand Loyal	0%	-	NA		Media		\$12,375		
Brand Preferred Price Sensitive	25%	19,688	\$3.53		Redemption		\$193,000		
Brand Preferred Not Price Sensitive	35%	4,200	\$1.36		Admin.		\$46,163		
Brand Switchers Price Sensitive	70%	131,250	\$1.19		Value				
Brand Switchers Not Price Sensitive	70%	17,500	\$0.68		Incremental Margin		\$275,538		
Brand Loyal to Competitor	100%	4,500	\$1.95		Cost		\$251,538		
Total		157,450	\$1.60		Net Value		\$24,000		

FIG. 3D